



## **SPECTRA7 EXPANDS COUCHCONNECT™ RETAIL CHANNEL WITH NEWEGG**

*Award-winning gaming and consumer electronics e-tailer selling Spectra7's mobile to big screen connectivity*

**March 31, 2014**– Toronto, ON and Palo Alto, CA – (TSX-V:SEV) Spectra7 Microsystems Inc. (“Spectra7”), a high performance analog semiconductor company delivering unprecedented speed, resolution and signal fidelity to consumer and wireless infrastructure products, today announced that Newegg Inc. (“Newegg”) is offering the entire CouchConnect™ product line on its website newegg.com. CouchConnect™ is an ultra-thin and ultra-light active HDMI cable, transforming any mobile handheld device into a large screen HDTV experience.

Newegg is an award-winning electronics-focused e-retailer with more than 25 million registered users. Founded in 2001, Newegg now has more than 10.5 million different products for sale online in the U.S. and Canada. Newegg is consistently recognized as a top 15 consumer electronic (CE) online retailer by major industry publications including Twice Magazine and Dealerscope for its high customer service ratings and superior online shopping experience.

“Newegg is committed to exceptional customer service,” said Soren Mills, Chief Marketing Officer of Newegg North America. “CouchConnect’s simplicity enables a superior post-sales experience for all of our customers, and the product’s design appeals to our high-tech enthusiasts by mirroring any content from a mobile device to the Big Screen.”

Featuring Spectra7’s patented, high speed active signal processing chip, at more than 16 feet long and 0.11 inches thick, CouchConnect™ is up to five times longer, lighter and thinner compared to traditional HDMI cables which cannot achieve the same length, weight or size simultaneously. Moreover, no external power is required as a result of Spectra7’s embedded power harvesting technology. CouchConnect™ spans more than 16 feet from the couch to the living room HDTV which is the optimal viewing distance for HD displays 40” and larger.

“We are thrilled to be broadening our online presence as we add Newegg to the increasing list of both traditional storefront retailers and e-tailers shipping CouchConnect™ across North America,” said Tony Stelliga, CEO of Spectra7. “We are charting new territory by expanding beyond our traditional sales channels to meet the burgeoning demand for CouchConnect™ from gamers and

---

business professionals to novice home users, who finally have a simple, no-fuss product that expands the mobile viewing experience beyond the small handheld device by mirroring any content up to 4K UltraHD resolution to any large screen HDTV.”

#### **ABOUT NEWEGG INC.**

Newegg Inc. is the leading electronics-focused e-retailer in the United States. It owns and operates Newegg.com ([www.newegg.com](http://www.newegg.com)) which was founded in 2001 and regularly earns industry-leading customer service ratings. The award-winning website has more than 25 million registered users and offers customers a comprehensive selection of the latest consumer electronics products, detailed product descriptions and images, as well as how-to information and customer reviews. Using the site’s online tech community, customers have the opportunity to interact with other computer, gaming and consumer electronics enthusiasts. Newegg Inc. is headquartered in City of Industry, California. The Newegg Hybrid Center is located at 18045 Rowland St., City of Industry, CA 91748. For more information, visit [www.newegg.com](http://www.newegg.com).

#### **ABOUT SPECTRA7 MICROSYSTEMS INC.**

Spectra7 Microsystems Inc. is a high performance analog semiconductor company delivering unprecedented speed, resolution and signal fidelity to consumer and wireless infrastructure products. Spectra7’s new system-level components address throughput bottlenecks and satisfy the exponential demand for more bandwidth and lower costs in mobile and internet infrastructure equipment, including handsets, tablets, base stations and microwave backhaul systems. Spectra7 was recently identified by CIBC World Markets as one of the hottest technology companies. Spectra7 is headquartered in Markham, Ontario with development centers in Silicon Valley, Irvine, California and Cork, Ireland. For more information, please visit [www.spectra7.com](http://www.spectra7.com).

#### **CAUTIONARY NOTES**

Certain information in this news release may constitute forward-looking information. This information is based on current expectations that are subject to significant risks and uncertainties that are difficult to predict. Actual results might differ materially from results suggested in any forward-looking statements. Spectra7 assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward looking-statements unless and until required by securities laws applicable to Spectra7. Additional information identifying risks and uncertainties is contained in Spectra7’s filings with the Canadian securities regulators available at [www.sedar.com](http://www.sedar.com).

***Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.***

For more information, please contact:

**Melissa Chee**

**Vice President, Corporate Marketing and Product Management**

t: 905-480-9109 x241

e: [pr@spectra7.com](mailto:pr@spectra7.com)

w: [www.spectra7.com](http://www.spectra7.com)